

In The Specification:

Please replace the paragraph found on page 14, lines 3-8, with the following substitute paragraph:

In the FIG. 3 embodiment, download module [[324]] 322 may preferably download and install appropriate application software 312 for use at a particular event or event location. Download module [[324]] 322 may also initially determine whether a version of the application software 312 already exists on user device 114, and may then perform an update procedure if the current version of application software 312 is outdated.

Please replace the paragraph found on page 19, lines 18-27, with the following substitute paragraph:

In the FIG. 6 embodiment, upload module ~~[[624]]~~ 622 may preferably provide appropriate device application software 312 (FIG. 2) for use at a particular event or event location to user device 114. In the FIG. 6 embodiment, profile manager 624 may preferably manage and utilize one or more profiles 412 that may be transmitted to event server 138 during a login procedure. Profile manager 624 may also maintain a list of one or more location profiles that each correspond to a particular event location. Event server 138 may preferably utilize the location profiles in conjunction with location information 416 (FIG. 4) from a user device 114 to provide appropriate server content information to a user device 114.

Please replace the paragraph found on page 21, lines 14-21, with the following substitute paragraph:

In certain embodiments, each user device 114 in electronic system 110 may provide event server 138 with various of types of user data 318 stored in the respective user devices 114 (see FIG. 4). For example, users information 618 may preferably include profiles 412, location information ~~[[418]]~~ 416, and access rights 420 from sets of user data 318 of the various user devices 114. Event server 138 may then advantageously refer to users information 618 in order to provide appropriate services and content information to the individual user devices 114.